Subject Index for Marketing Research: A Magazine of Management & Applications, 1989-1993

CONSUMER RESEARCH

- The Hispanic Target: An Overview of the Major Markets, by Teresa Menendez and John Yow, Vol. 1 No. 2, 11-15.
- Research With Marketing's Paradoxical Subjects: Children, by Gar Roper, Vol. 1 No. 2, 16-23.
- Managing Brand Equity, by Peter H. Farquhar, Vol. 1 No. 3, 24-33.
- Seven Perspectives on Consumer Research, by Martin Weinberger, Vol. 1 No. 4, 9-17.
- The Sweet Dreams of Robin Wingspread—or—A Bird's-Eye View of Product Alienation, by Edwin J. Case, Vol. 1 No. 4, 23-6.
- Marketing Research in Hispanic Barrios: A Guide to Survey Research, by Sigfredo A. Hernandez and Carol J. Kaufman, Vol. 2 No. 1, 11-27.
- The Promise of Single Source—When, Where, and How, by J. Walker Smith, Vol. 2 No. 4, 3-5.
- Guidelines for Conducting Service Quality Research, by A. Parasuraman, Leonard L. Berry, and Valarie A. Zeithaml, Vol. 2 No. 4, 34-44.
- Telephone Survey Response Rates: How High Is High Enough? by Douglas R. Berdie, Vol. 3 No. 1, 35-44.
- How Marketing Researchers Can Harness the Power of Brand Equity, by Richard F. Chay, Vol. 3 No. 2, 30-7.
- Measurement of Consumers' Perceptions of Product Quality Brand Name, and Packaging: Candy Bar Comparisons by Magnitude Estimation, by Noel Mark Lavenka, Vol. 3 No. 2, 38-46.
- Behavioral Research in the 1990s, by Robert C. Blattberg, Vol. 3 No. 3, 12-24.
- Using Visual Presentation to Assess Store Positioning: A Case Study of J.C. Penney, by Gail Tom, Michelle Dragics, and Christi Holderegger, Vol. 3 No. 3, 48-52.
- Researching Older Consumers, by Thomas S. Gruca and Charles D. Schewe, Vol. 4 No. 3, 18-24.
- Strategies for Leveraging Master Brands, by Peter H. Farquhar, Julia Y. Han, Paul M. Herr, and Yuji Ijiri, Vol. 4 No. 3, 32-43.
- The Mobile Hispanic Market: New Challenges in the '90s, by Gonzalo R. Soruco and Timothy P. Meyer, Vol. 5 No. 1, 6-11.
- Measuring Place-Based Media: The Cooperation Challenge, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 1, 34-9.
- Equity-Based Management, by Joel Rubinson, Vol. 5 No. 3, 6-11.
- Cooperation Rates in Place-Based Media Surveys, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 4, 28.

CORPORATE PROFILES

Listening to Customers: The Market Research Function at Marriott Corp., by Frank E. Camacho and D. Matthew Knain, Vol. 1 No. 1, 5-14.

- Marketing Research at Amoco Oil: The Culture, the Principles, and the Contributions, by Abdul G. Azhari and Joseph M. Kamen, Vol. 1 No. 2, 3-10.
- Getting and Using Information, the United Way, by George W. Wilkinson, Vol. 1 No. 3, 5-12.
- Trends in Marketing Research and Development at Citicorp/Citibank, by Sabra Brock, Sara Lipson, and Ron Levitt, Vol. 1 No. 4, 3-8.
- Research and Information at Bacardi Imports: A Conventional Function in an Exceptional Business, by Paul H. Nelson, Voi. 2 No. 1, 3-10.
- Positioning Strategies: GPT Stromberg-Carlson Carves a Niche and Jumps Out, by Roger L. Hall, Vol. 2 No. 2, 5-10.
- Brand Usage: A Factor in Consumer Beliefs, by Stephen B. Castleberry and Andrew S.C. Ehrenberg, Vol. 2 No. 2, 14-19.
- Research at a Commercial Television Network: NBC 1990, by Horst Stipp and Nicholas Schiavone, Vol. 2 No. 3, 3-10.
- Marketing Research in a Team-Oriented Business: The Oscar Mayer Approach, by Charlie Etmekjian and John Grede, Vol. 2 No. 4, 6-12.
- Corporate Marketing Research at 3M, by Joseph R. Kendall, Vol. 3 No. 2, 3-11.
- Correctly Estimating the Variances of Proportions, by Gary M. Mullet, Vol. 3 No. 2, 47-51.
- Ocean Spray Marketing Research: Delivering Insights in a Customer/Supplier Relationship, by John Tarsa, Vol. 3 No. 3, 5-11.
- Using Visual Presentation to Assess Store Positioning: A Case Study of J.C. Penney, by Gail Tom, Michelle Dragics, and Christi Holderegger, Vol. 3 No. 3, 48-52.
- Marketing Insights in the 1990s: The View From Coca-Cola USA, by Jerry L. Payne, Vol. 3 No. 4, 3-7.
- The Shopping List Studies and Projective Techniques: A 40-Year View, by Eugene H. Fram and Elaine Cibotti, Vol. 3 No. 4, 14-22.
- Merrill Lynch: Bullish on Marketing Research, by Dorothea M. Grudzina, Vol. 4 No. 1, 3-7.
- Research: The "HP Way," by William R. Bon-Durant, Vol. 4 No. 2, 28-33.
- Digital Hears the Voice of the Market, by Peter Jancourtz and Gil Press, Vol. 4 No. 4, 28-33.
- Teamwork: It's In the Bag, by Robert Bengen, Vol. 5 No. 1, 30-3.
- IDS Takes a Fresh Look at Customer Satisfaction, by James E. Kaarre and Stephen W. Epley, Vol. 5 No. 2, 7-10.
- **Defining the Small Business Market**, by Roger Krakoff and James Fouss, Vol. 5 No. 3, 28-31.
- Can the Sales Force Speak for the Customer? by Peter Strub and Steven Herman, Vol. 5 No. 4, 32.

CUSTOMER SATISFACTION MEASUREMENT

- The Flip Side of Customer Satisfaction Research (You Know How Your Customers Feel, But Have You Talked to Your Employees Lately?), by Sybil F. Stershic, Vol. 2 No. 4, 45-50.
- Satisfaction Research, by Lewis C. Winters, Vol. 3 No. 3, 70-4.
- Measuring Customer Satisfaction: Is Meeting Expectations Enough? by James H. Myers, Vol. 3 No. 4, 35-43.
- How Am I Doing? by Richard Kitaeff, Vol. 4 No. 2, 38-9
- When Being Perfect Is Not Enough, by Brian S. Lunde, Vol. 5 No. 1, 24-8.

DATA COLLECTION

- Mall Intercepts and Clinical Trials: The Philosophy of Inference From Different Types of Research Designs, by Charles D. Cowan, Vol. 1 No. 1, 15-22.
- The Promise of Single Source—When, Where, and How, by J. Walker Smith, Vol. 2 No. 4, 3-5.
- The Top-Box Paradox, by Raphael Gillett, Vol. 3 No. 3, 37-9.
- The "Brave New World" of Single Source Information, by Blair Peters, Vol. 2 No. 4, 13-21.
- A Framework for Testing Sampling Bias and Methods of Bias Reduction in a Telephone Survey, by John E. Swan, Stephen J. O'Connor, and Seung Dong Lee, Vol. 3 No. 4, 23-34.
- Predicting and Correcting Response Rate Problems Using Geodemography, by Valentine Appel and Julian Baim, Vol. 4 No. 1, 22-8.
- High Technology Data Collection for Measurement and Testing, by Laurence N. Gold, Vol. 4 No. 1, 29-38.
- Questionnaires in the 1990s: Wands and Scannable Forms Are "In," by Lewis C. Winters, Vol. 4 No. 2, 46-7.
- Fax Surveys? Study Finds the Time May Be Right For Business Research, by John P. Dickson and Douglas L. MacLachlan, Vol. 4 No. 3, 26-30.
- Multiple Prior Notifications, Personalization, and Reminder Surveys: Do They Have an Effect on Survey Response Rates? by Robert J. Sutton and Linda L. Zeits, Vol. 4 No. 4, 14-21.
- The Coming of Age of Scanner Data, by Laurence N. Gold, Vol. 5 No. 1, 20-3.
- Measuring Place-Based Media: The Cooperation Challenge, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 1, 34-9.
- Preserving Our Precious Resource, by Betsy Peterson, Vol. 5 No. 1, 48-9.
- Response Speed in Mail Surveys: Beware of Shortcuts, by Jean-Charles Chebat and Ayala Cohen, Vol. 5 No. 2, 20-5.
- Scanning Questionnaires Efficiently, by Norman Frendberg, Vol. 5 No. 2, 38-42.

- Interviewers: The Vital Link to Consumer Cooperation, by Betsy Peterson, Vol. 5 No. 2, 48-9.
- Improving Response Rates in Disk-by-Mail Surveys, by Arthur Saltzman, Vol. 5 No. 3, 32-9.
- Bridging the Communications Gap, by Beverly M. Shores, Vol. 5 No. 3, 54-5.
- Sharing the Risk for Unacceptable Recruiting, by Thomas L. Greenbaum, Vol. 5 No. 3, 56.
- Cooperation Rates in Place-Based Media Surveys, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 4, 28.
- Optimism Reigns, Despite Cutbacks, by Betsy Peterson, Vol. 5 No. 4, 52.

DEMOGRAPHIC & SOCIAL CHANGE

- Subjective Discretionary Income, by Thomas C.
 O'Guinn and William D. Wells, Vol. 1 No. 1, 32-
- Demographic and Social Change column, by Ann Clurman, Vol. 1 No. 1, 58-9.
- Kids Are Consumers, by Ann Clurman, Vol. 1 No. 2, 70-1.
- The "Mature" Market, by Susan Hayward, Vol. 1 No. 3, 84-6.
- The Environmental Opportunity, by Susan Hayward, Vol. 1 No. 4, 66-7.
- Consumers Eye Business With Suspicion, by Susan Hayward, Vol. 2 No. 1, 83-4.
- **Understanding Hispanics: A Key to the Future**, by Susan Hayward, Vol. 2 No. 2, 76-7.
- Opportunities in the Middle Market, by Susan Hayward, Vol. 2 No. 3, 65-7.
- Postboomers: Not What You Expect, by Susan Hayward, Vol. 2 No. 4, 72-4.
- A Technique to Compare Demographically Different Markets, by Louis Pol and Douglas Tymkiw, Vol. 3 No. 1, 29-34.
- Married, Two Earners, With Children, by Bickley Townsend, Vol. 3 No. 1, 75-7.
- Western Consumers in the 1990s, by Bickley Townsend, Vol. 3 No. 2, 71-3.
- Inside the Asian American Market, by Bickley Townsend, Vol. 3 No. 3, 75-8.
- The Ties That Bind—Beyond the Household, by Diane Crispell, Vol. 3 No. 4, 74-5.
- Capturing the College Market, by Stuart Himmelfarb, Vol. 4 No. 1, 72-4.
- Boomers Facing 50, by Bickley Townsend, Vol. 4 No. 2, 48-50.
- **The Great Time Famine**, by W. Bradford Fay, Vol. 4 No. 3, 50-1.
- The Environment's Second Wave, by W. Bradford Fay, Vol. 4 No. 4, 44-5.
- Families in the 1990s, by W. Bradford Fay, Vol. 5 No. 1, 47.
- Understanding "Generation X," by W. Bradford Fay, Vol. 5 No. 2, 54-5.
- A New Ethos of Personal Responsibility, by W. Bradford Fay, Vol. 5 No. 3, 40-1.
- The "Establishment" is Suspect Once Again, by W. Bradford Fay, Vol. 5 No. 4, 48.

INTERNATIONAL RESEARCH

- Marketing Research in Asia: Problems, Opportunities, and Lessons, by Sabra E. Brock, Vol. 1 No. 3, 44-51.
- A Case of Seasonal Segmentation, by Dee M. Wellan and Andrew S.C. Ehrenberg, Vol. 2 No. 2, 11-13.
- International Proactive Marketing, by Magoroh Maruyama, Vol. 2 No. 2, 36-47.
- International Psychographics, by Lewis C. Winters, Vol. 4 No. 3, 48-9.

LEGISLATIVE/REGULATORY ISSUES

- Preventing Claims for Marketing Malpractice in the Aftermath of Beecham v. Yankelovich, by John Jay Range, Vol. 1 No. 1, 23-8.
- **Telephone Legislation**, by Diane K. Bowers, Vol. 1 No. 1, 47-9.
- Market Research and Insider Trading, by Joseph T. Collins, Vol. 1 No. 1, 29-31.
- "Plus Applicable Sales Tax?" by Diane K. Bowers, Vol. 1 No. 2, 60-1.
- "RIC," by Diane K. Bowers, Vol. 2 No. 4, 60-2.
- Bundesdatenschutzgesetz, by Diane K. Bowers, Vol. 1 No. 3, 73-6.
- Preventing the Spread of UGS, by Diane K. Bowers, Vol. 1 No. 3, 48-50.
- Saga of a Sugger—Part 1, by Diane K. Bowers, Vol. 2 No. 1, 68-72.
- A Blue-Ribbon Panel to Screen Political Television Commercials, by John F. Maloney, Vol. 2 No. 2, 2-
- Saga of a Sugger—Part 2, by Diane K. Bowers, Vol. 2 No. 2, 64-7.
- A Call to Audit Market Research Providers, by Steve Bernstein, Vol. 2 No. 3, 11-16.
- Our New Cap, by Diane K. Bowers, Vol. 2 No. 3, 53-6.
- The Inconvenience of Change, by Diane K. Bowers, Vol. 3 No. 1, 62-4.
- The Privacy Challenge, Part I, by Diane K. Bowers, Vol. 3 No. 2, 59-62.
- 900-Number Polls and the Marketing Research Community, by Newton Frank, Vol. 3 No. 3, 3-4.
- The Privacy Challenge, Part II, by Diane K. Bowers, Vol. 3 No. 3, 61-4.
- The Privacy Challenge on Capitol Hill, by Diane K. Bowers, Vol. 3 No. 4, 60-2.
- A Friend of the Court, by Diane K. Bowers, Vol. 4 No. 1, 60-2.
- A Victory on Capitol Hill, by Diane K. Bowers, Vol. 4 No. 2, 40-1.
- Another Victory Against "Sugging," by Diane K. Bowers, Vol. 4 No. 3, 44-5.
- State Update: Florida Sales Tax, Telephone Monitoring in California, by Diane K. Bowers, Vol. 4 No. 4, 36-7.
- Promoting a Positive Image, by Diane K. Bowers, Vol. 5 No. 1, 40-2.
- The Telephone Consumer Protection Act, by Diane K. Bowers, Vol. 5 No. 2, 44.
- Taking the Offense, by Diane K. Bowers, Vol. 5 No. 3,
- Privacy at a Price, by Diane K. Bowers, Vol. 5 No. 4, 40.

MANAGEMENT

- Time Accounting, by Gail R. Fox and William R. Gombeski Jr., Vol. 1 No. 1, 44-6.
- Success Factors You Can Use in Conducting Marketing Research Performance Reviews, by William R. Gombeski Jr., Vol. 1 No. 2, 56-9.
- Improving Managerial Effectiveness, by William R. Gombeski Jr. and Dorothy J. Koscic, Vol. 1 No. 3, 68-72.
- Some Uses and Abuses of Single-Source Data for Promotional Decision Making, by Melvin Prince, Vol. 1 No. 4, 18-22.
- Client Satisfaction Questionnaires: Why Research Managers Should Use Them, by William R. Gombeski Jr, Vol. 1 No. 4, 45-7.
- Turf: A New Approach for Product Line Extensions, by George Miaoulis, Valerie Free, and Henry Parsons, Vol. 2 No. 1, 28-40.
- Ethics Workshops: A Way to Improve Departmental Performance, by James M. Daley and William R. Gombeski Jr., Vol. 2 No. 1, 63-7.
- On the Necessity to Present Consumer Preferences as Predictions, by Alfred Politz and W. Edwards Deming, Vol. 2 No. 2, 50-5.
- Strategic Planning for Market Research Departments Through Program Review, by William R. Gombeski Jr. and Mohan Reddy, Vol. 2 No. 2, 60-3.
- The Research Information Center, by Joel D. Raphael and Richard Kitaeff, Vol. 2 No. 3, 50-2.
- The Flip Side of Customer Satisfaction Research (You Know How Your Customers Feel, But Have You Talked to Your Employees Lately?), by Sybil F. Stershic, Vol. 2 No. 4, 45-50.
- Downsizing and Its Effect on Corporate Marketing Research, by Arthur Shapiro, Vol. 2 No. 4, 56-9.
- Downsized Researchers, Take Heart: External Providers Can Help! by Alexa Smith, Vol. 3 No. 1, 60-1.
- The Decline and Fall of Marketing Research in Corporate America, by Calvin L. Hodock, Vol. 3 No. 2, 12-22.
- The Evolving Marketing Research Industry, by Laurie Ashcraft, Vol. 3 No. 2, 23-9.
- The Management of Project Management, by Richard Kitaeff, Vol. 3 No. 2, 57-8.
- From Methods and Projects to Systems and Process: The Evolution of Marketing Research Techniques, by David W. Stewart, Vol. 3 No. 3, 25-36.
- Winning the Hearts and Minds (How to Get Your Internal Clients to Like You), by Richard Kitaeff, Vol. 3 No. 3, 59-60.
- One Employment Lawyer's View of Employment Contracts: The Good, the Bad, and the Ugly, by Anthony Herman Esq., Vol. 3 No. 4, 8-13.
- What Research Inside the Organization Can Accomplish, by Betsy D. Gelb and Gabriel M. Gelb, Vol. 3 No. 4, 44-51.
- The Training of the "New" Researcher, by Richard Kitaeff, Vol. 3 No. 4, 58-9.
- Traditional Ethical Issues Facing Marketing Researchers, by Patrick E. Murphy and Gene R. Laczniak, Vol. 4 No. 1, 8-21.

- Market Research as a Career: What to Tell the Junior-Level Researcher, by Richard Kitaeff, Vol. 4 No. 1, 57-9.
- Write Your Questions Down Before You Pay For Your Research, by Charles D. Cowan, Vol. 4 No. 1, 65-8.
- Emerging Ethical Issues Facing Marketing Researchers, by Patrick E. Murphy and Gene R. Laczniak, Vol. 4 No. 2, 6-11.
- Research Provider Partnerships: Do They Consider the Client's Real Need? by Robert M. Smith, Vol. 4 No. 2, 24-6.
- How Am I Doing? by Richard Kitaeff, Vol. 4 No. 2, 38-9.
- Selecting a Research Company, by Richard Kitaeff, Vol. 4 No. 3, 62.
- Marketing Research Partnerships: A Strategy for the '90s, by Paul Boughton, Vol. 4 No. 4, 8-12.
- Selecting a Research Company—Part II, by Richard Kitaeff, Vol. 4 No. 4, 53-4.
- Writing The Market Research Report, by Richard Kitaeff, Vol. 5 No. 1, 4.
- The ABCs of Positioning, by Martin R. Lautman, Vol. 5 No. 1, 12-18.
- The Future Challenge to Market Research, by Alvin A. Achenbaum, Vol. 5 No. 2, 12-18.
- Market Research and Marketing Dialects, by Frank V. Cespedes, Vol. 5 No. 2, 26-34.
- Equity-Based Management, by Joel Rubinson, Vol. 5 No. 3, 6-11.
- Are We Squandering Our Intellectual Capital? by Anil Menon, Vol. 5 No. 3, 18-22.
- **Defining the Small Business Market**, by Roger Krakoff and James Fouss, Vol. 5 No. 3, 28-31.
- How to Be a Good Client, by Richard Kitaeff, Vol. 5 No. 3, 57.
- Early Marketing Research: Science and Application, by Christine Wright-Isak and David Prensky, Vol. 5 No. 4, 20.
- What to Do In a Budget Crunch, by Richard Kitaeff, Vol. 5 No. 4, 38.

MEDIA RESEARCH

- Seven Tested Ways to Abuse and Misuse Strategic Advertising Research, by Robert J. Lavidge, Vol. 2 No. 1, 41-8.
- Assessing Media Effectiveness With "Where Did You Happen to Hear About Us?" Questions, by Randall G. Chapman, Vol. 2 No. 2, 21-7.
- Revisiting the Rough/Finished Issue in Advertisement Pretesting: A Practitioner's Viewpoint, by Robert L. Day, Vol. 2 No. 3, 22-9.
- Behind the Numbers, by James Nowakowski and Larry March, Vol. 2 No. 3, 37-44.
- The Promise of Single Source—When, Where, and How, by J. Walker Smith, Vol. 2 No. 4, 3-5.
- Single Source: Yes and No (The Backward View), by Gale D. Metzger, Vol. 2 No. 4, 27-33.
- Crisis in Advertising, by Horst Stipp, Vol. 4 No. 1,
- The Coming of Age of Scanner Data, by Laurence N. Gold, Vol. 5 No. 1, 20-3.
- Measuring Place-Based Media: The Cooperation Challenge, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 1, 34-9.

- Advertising Tracking: New Tricks of the Trade, by Laurence N. Gold, Vol. 5 No. 3, 42-4.
- Cooperation Rates in Place-Based Media Surveys, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 4, 28.

New Technologies

- Audio-Video Cuing Comes to Computer-Assisted and VCR/Telephone Interviews, by Lewis C. Winters, Vol. 1 No. 1, 55-7.
- SRI Announces VALS 2, by Lewis C. Winters, Vol. 1 No. 2, 67-9.
- Exciting Breakthroughs in Sales Promotion Research, by Diane H. Schmalensee, Vol. 1 No. 3, 34.43
- Marketing Research's Survey in a Box: VIEWTEL, by Lewis C. Winters, Vol. 1 No. 3, 82-3.
- Home Scan vs. Store Scan Panels: Single-Source Options for the 1990s, by Lewis C. Winters, Vol. 1 No. 4, 61-5.
- What's New in Telephone Sampling Technology? by Lewis C. Winters, Vol. 2 No. 1, 80-2.
- Pricing Research: Pre-Test-Market Alternatives, by Lewis C. Winters, Vol. 2 No. 2, 73-5.
- Micro-Targeting, by Lewis C. Winters, Vol. 2 No. 2, 62-4.
- What's New in Focus Group Research? by Lewis G. Winters, Vol. 2 No. 4, 69-71.
- Artificial Intelligence and Expert Systems in Marketing, by Lewis G. Winters, Vol. 3 No. 1, 72-4.
- Innovations in Open-Ended Questions, by Lewis G. Winters, Vol. 3 No. 2, 69-70.
- Behavioral Research in the 1990s, by Robert C. Blattberg, Vol. 3 No. 3, 12-24.
- Satisfaction Research, by Lewis C. Winters, Vol. 3 No. 3, 70-4.
- Brand Equity Measures: Some Recent Advances, by Lewis C. Winters, Vol. 3 No. 4, 70-3.
- High Technology Data Collection for Measurement and Testing, by Laurence N. Gold, Vol. 4 No. 1, 29-38.
- The "Greening" of Marketing and Opinion Research, by Lewis C. Winters, Vol. 4 No. 1, 69-
- Questionnaires in the 1990s: Wands and Scannable Forms Are "In," by Lewis C. Winters, Vol. 4 No. 2, 46-7.
- International Psychographics, by Lewis C. Winters, Vol. 4 No. 3, 48-9.
- Telegraphing Opinions Instantly, by Lewis C. Winters, Vol. 4 No. 4, 42-3.
- Forms-Based Software, by Kieran Mathieson, Vol. 5 No. 1, 46.
- Purchase Intent: Separating Fact From Fiction, by Tony Siciliano, Vol. 5 No. 2, 56.
- Advertising Tracking: New Tricks of the Trade, by Laurence N. Gold, Vol. 5 No. 3, 42-4.
- Can the Sales Force Speak for the Customer? by Peter Strub and Steven Herman, Vol. 5 No. 4, 32.
- Virtual Reality Now a Research Reality, by Laurence N. Gold, Vol. 5 No. 4, 50.

PROFESSIONAL DEVELOPMENT

What is Marketing Research? by Lawrence D. Gibson, Vol. 1 No. 1, 2-3.

- Certification or Professional Development? That's the Question; Now What's the Answer? by Michael R. Wukitsch, Vol. 1 No. 1, 50-1.
- Professional Development: Will It Help You Keep Your Job? by Michael R. Wukitsch, Vol. 1 No. 2, 62-3.
- Putting Us to the Test, by Jeffrey Heilbrunn, Vol. 1 No. 3, 3-4.
- The Profession of Marketing Research: A Strategic Assessment and a Prescription for Improvement, by William D. Neal, Vol. 1 No. 3, 13.23
- Professional Development—What's the Personal Bottom Line?...Will It Help You Keep Your Job? by Michael R. Wukitsch, Vol. 1 No. 3, 77-8.
- How Can I Begin My Professional Development? Some Help From the AMA! by Michael R. Wukitsch, Vol. 1 No. 4, 51-4.
- What About Certification? Is It Needed and Is It Wanted? by Michael R. Wukitsch, Vol. 2 No. 1, 73-5.
- Does Ethics Fit Into the Certification Concept? by Michael R. Wukitsch, Vol. 2 No. 2, 68-9.
- "Whadaya Mean Management Skills—'Course I Got Management Skills!" by Michael R. Wukitsch. 57-8.
- Professional Development and the American Marketing Association, by Michael R. Wukitsch, Vol. 2 No. 4, 63-4.
- Beyond Anecdotes: Toward a Systematic Model of the Value of Marketing Research, by J. Walker Smith, Vol. 3 No. 1, 3-14.
- Professional Development and the American Marketing Association, Part II, by Michael R. Wukitsch, Vol. 3 No. 1 65-6.
- Professional Development and the American Marketing Association, Part III, by Michael R. Wukitsch, Vol. 3 No. 2, 63-4.
- Does Your Organization Take Professional Development Programs Seriously? by Michael R. Wukitsch, Vol. 3 No. 3, 65-6.
- Certification Through Professional Development, by David Parmerlee, Vol. 3 No. 4, 63-5.
- Job Security—Fact or Fiction? by Michael R. Wukitsch. Vol. 4 No. 1, 63-4.
- Marketing Research Today: An Industry in Search of Informations—and Answers, by Blair Peters, Vol. 4 No. 3, 6-13.
- Contribute to the Professional Development of Your Clients, by Margery S. Steinberg, Vol. 4 No. 3, 64.
- Marketing Research: Commitment, Not Certification, by F. Todd Winninger, Vol. 4 No. 4, 55-6.
- Should Researchers Know More About Marketing? by Michael W. Wukitsch, Vol. 5 No. 1, 50.
- Professional Development: The Chapter Connection, by Michael W. Wukitsch, Vol. 5 No. 2, 57.
- The New AMA Foundation, by Robert J. Lavidge, Vol. 5 No. 3, 4.
- AMA Forms Professional Development Subsidiary, by Michael W. Wukitsch, Vol. 5 No. 3,
- Are We Squandering Our Intellectual Capital? by Anil Menon, Vol. 5 No. 3, 18-22.

Defining Marketing (Or Is It Market?) Research, by Paul Gerhold, Vol. 5 No. 4, 6.

QUALITATIVE RESEARCH

- Managing Outliers: Qualitative Issues in the Handling of Extreme Observations in Marketing Research, by Terry Clark, Vol. 1 No. 2, 31-47.
- Focus Group Research As Theater: How It Affects the Players and Their Audience, by David Checkman, Vol. 1 No. 4, 33-40.
- What's New in Focus Group Research? by Lewis G. Winters, Vol. 2 No. 4, 69-71.
- The Customer Visit: Qualitative Research for Business-to-Business Marketers, by Edward F. McQuarrie, Vol. 3 No. 1, 15-28.
- Innovations in Open-Ended Questions, by Lewis G. Winters, Vol. 3 No. 2, 69-70.
- Market Research May Help Prevent Cancer, by Betsy D. Gelb and Michael P. Eriksen, Vol. 3 No. 3, 40-7.
- Focus Groups Under Scrutiny, by Peter Tuckel, Elaine Leppo, and Barbara Kaplan, Vol. 4 No. 2, 12-18.
- Trained Moderators Boost the Value of Qualitative Research, by Naomi R. Henderson, Vol. 4 No. 2, 20-3.
- Short-Notice Focus Groups, by Janet R. Day and William R. Gombeski Jr., Vol. 4 No. 4, 4-7.
- The Real Lesson of New Coke: The Value of Focus Groups for Predicting the Effects of Social Influence, by Robert M. Schindler, Vol. 4 No. 4, 22-7.
- A View From the Other Side of the Mirror, by Peter Tuckel, Elaine Leppo, and Barbara Kaplan, Vol. 5 No. 4, 24-7.

QUANTITATIVE RESEARCH

- Reassessing the Value of High Response Rates to Mail Surveys, by Douglas R. Berdie, Vol. 1 No. 3, 52-63.
- Amount, Timing, and Value of Financial Incentives in Mail Surveys: Does it Make a Difference? by Thomas J. Bergmann, William J. Hannaford, and James Wenner, Vol. 2 No. 3, 30-6.
- The Role of Ad Hoc Survey Research in a Single-Source World, by Verne B. Churchill, Vol. 2 No. 4, 22-6.
- Coverage Issues in Sample Surveys: A Component of Measurement Error, by Charles D. Cowan, Vol. 3 No. 2, 65-8.
- 900-Number Polls and the Marketing Research Community, by Newton Frank, Vol. 3 No. 3, 3-4.

RESEARCH METHODS

- The Problem With Multiple Paired Comparisons in Crosstabs, by William D. Neal, Vol. 1 No. 1, 52-4.
- On Conjoint Studies With Scarce Degrees of Freedom: Is There Enough Utility to Go Around? by Gary M. Mullet, Vol. 1 No. 2, 24-30.
- Improving Share-of-Preference Models: The Inclusion of Exogenous Marketing Variables, by Michael A. Zicha and Robert A. Roy, Vol. 1 No. 2, 49-52.
- Dependence As a Research Design Strategy, by J. Walker Smith, Vol. 1 No. 2, 64-6.

- Using Discriminant Analysis in Marketing Research: Part 1, by William D. Neal, Vol. 1 No. 3, 79-81.
- Conjoint Utility Limits As Affected by Conjoint Design and Estimating Program, by Marvin J. Karson and Gary M. Mullet, Vol. 1 No. 4, 27-32.
- Using Discriminant Analysis in Marketing Research: Part 2, by William D. Neal, Vol. 1 No. 4, 55-60.
- Simulated-Purchase "Chip" Testing vs. Tradeoff (Conjoint) Analysis—Coca-Cola's Experience, by N. Carroll Mohn, Vol. 2 No. 1, 49-54.
- Weighting Data From Sample Surveys—Why and How in Brief, by Charles D. Cowan, Vol. 2 No. 1,
- Conjoint Analysis: Peering Behind the Jargon, by Joel N. Axelrod and Norman Frendberg, Vol. 2 No. 2, 28-35
- When Sample Weighting Doesn't Work, What Should You Be Doing? Vol. 2 No. 2, 70-2.
- Testing Versus Description: Confidence Intervals and Hypothesis Testing, by Charles D. Cowan, Vol. 2 No. 3, 59-61.
- Why Statisticians Need Their Probabilities: Getting Into Regression, by Charles D. Cowan, Vol. 2 No. 4, 65-8.
- Telephone Survey Response Rates: How High Is High Enough? by Douglas R. Berdie, Vol. 3 No. 1, 35-44.
- The Effect of Design and Estimation Program on Conjoint Utility Limits: A Comment, by Richard M. Johnson, Allan D. Shocker, and Dick R. Wittink, Vol. 3 No. 1, 45-9.
- The Effect of Design and Estimation Program on Conjoint Utility Limits: A Reply, by Marvin J. Karson and Gary M. Mullet, Vol. 3 No. 1, 50-4.
- Extensions to Regression Theory: Parallel Developments and Other Techniques, by Charles D. Cowan, Vol. 3 No. 1, 67-71.
- Measurement of Consumers' Perceptions of Product Quality Brand Name, and Packaging: Candy Bar Comparisons by Magnitude Estimation, by Noel Mark Lavenka, Vol. 3 No. 2, 38-46.
- Correctly Estimating the Variances of Proportions, by Gary M. Mullet, Vol. 3 No. 2, 47-51.
- Coverage Issues in Sample Surveys: A Component of Measurement Error, by Charles D. Cowan, Vol. 3 No. 2, 65-8.
- The Top-Box Paradox, by Raphael Gillett, Vol. 3 No. 3 37-9
- Defining the Target Universe: Determining Who We Project To, by Charles D. Cowan, Vol. 3 No. 3, 67-9.
- Goals Segmentation: A Tool for Evaluating Pre-Prototype New Product Concepts, by Ann Keely, Vol. 2 No. 3, 17-21.
- The Shopping List Studies and Projective Techniques: A 40-Year View, by Eugene H. Fram and Elaine Cibotti, Vol. 3 No. 4, 14-22.
- A Framework for Testing Sampling Bias and Methods of Bias Reduction in a Telephone Survey, by John E. Swan, Stephen J. O'Connor, and Seung Dong Lee, Vol. 3 No. 4, 23-34.
- Using Multiple Sample Frames to Improve Survey Coverage, Quality, and Costs, by Charles D. Cowan, Vol. 3 No. 4, 66-9.

- Predicting and Correcting Response Rate Problems Using Geodemography, by Valentine Appel and Julian Baim, Vol. 4 No. 1, 22-8.
- Positioning Products/Services in Attitude Space, by James H. Myers, Vol. 4 No. 1, 46-51.
- Uses and Limitations of Conjoint Analysis—Part I. by Gordon A. Wyner, Vol. 4 No. 2, 42-3.
- Choosing Simulated Test Marketing Systems, by Melvin Prince, Vol. 4 No. 3, 14-16.
- Fax Surveys? Study Finds the Time May Be Right For Business Research, by John P. Dickson and Douglas L. MacLachlan, Vol. 4 No. 3, 26-30.
- Uses and Limitations of Conjoint Analysis—Part II, by Gordon A. Wyner, Vol. 4 No. 3, 46-7.
- Multiple Prior Notifications, Personalization, and Reminder Surveys: Do They Have an Effect on Survey Response Rates? by Robert J. Sutton and Linda L. Zeits, Vol. 4 No. 4, 14-21.
- Segmentation Design, by Gordon A. Wyner, Vol. 4 No. 4, 38-41.
- The ABCs of Positioning, by Martin R. Lautman, Vol. 5 No. 1, 12-18.
- Measuring Place-Based Media: The Cooperation Challenge, by Sydney Roslow, J.A.F. Nicholls, and Lucette B. Comer, Vol. 5 No. 1, 34-9.
- The "Significance" of Marketing Research, by Gordon A. Wyner, Vol. 5 No. 1, 43-5.
- Scanning Questionnaires Efficiently, by Norman Frendberg, Vol. 5 No. 2, 38-42.
- Customer-Based Pricing Research, by Gordon A. Wyner, Vol. 5 No. 2, 50-2.
- Selecting a Scale for Measuring Quality, by Susan J. Devlin, H.K. Dong, and Marbue Brown, Vol. 5 No. 3, 12-17.
- The When/What Research Decision Guide, by R. Kenneth Wade, Vol. 5 No. 3, 24-7.
- **Defining the Small Business Market**, by Roger Krakoff and James Fouss, Vol. 5 No. 3, 28-31.
- Improving Response Rates in Disk-by-Mail Surveys, by Arthur Saltzman, Vol. 5 No. 3, 32-9.
- What Is Important? by Gordon A. Wyner and Hilary Owen, Vol. 5 No. 3, 48-50.
- How High Is Up? by Gordon A. Wyner, Vol. 5 No. 4, 42.

RESEARCH AND SCIENCE

- Accuracy Envy, by Dillard B. Tinsley, Vol. 2 No. 1, 55-7.
- Dynamic Reenactment, by Trevor Collier, Vol. 5 No. 2, 35-7.
- Early Marketing Research: Science and Application, by Christine Wright-Isak and David Prensky, Vol. 5 No. 4, 20.
- Chaos Science, by Arnold H. Diamond, Vol. 5 No. 4, 8-14.

Note: See Vol. 5 No. 1 for an index of Software Reviews.